

What is claimed is:

1. A container holder assembly for holding a product dispensing container which has a flexible dispensing nozzle disposed on one end thereof, comprising:
  - 4) 1) a back plate having a first leg with first and second ends and a second leg with said second leg projecting substantially normally from said second end of said back plate;
  - 5) 2) said second leg having a notched recess extending inwardly from its distal peripheral surface for receipt of the flexible nozzle;
  - 6) 3) a container holder having a top and bottom end and a through vertical bore extending from said top end to said bottom end for receipt of the container and a planar external planar surface portion;
  - 11) 4) said top end of said container holder being hingedly attached to said first end of said first leg of said back plate; and
  - 12) 5) said through bore of said container holder having a central axis which extends from said bottom end to said top end of said holder body away from the plane of said external planar surface whereby upon insertion of the container into said through bore and the flexible nozzle into said notched recess movement of said container holder body about its hinged point of connection with said back plate will cause deflection of the flexible nozzle and dispensing of the product.
1. The container holder assembly of Claim 1 wherein said first leg of said back plate has opposed projections centrally disposed on said first leg adjacent said first end thereof; and said container holder has a projecting rib adjacent its top end and extending between said projection when said container holder is hingedly attached to said back plate.
1. The container holder assembly of Claim 1 wherein said container holder is releasably attached to said back plate.

- 1       4. A container holder assembly for removably receiving a product dispensing
- 2              container having a flexible dispensing spout, comprising:
  - 3                  1) a back plate having a longitudinal axis; and
  - 4                  2) a container holder hingedly attached to said back plate for receipt of
  - 5                      the container so that the container is disposed at an angle with respect
  - 6                      to the longitudinal axis of said back plate; and
  - 7                  3) said holder being movable toward and away from said back plate to
  - 8                      move the flexible nozzle into and away from contact with said back
  - 9                      plate.
- 1       5. The container holder of Claim 4 wherein said container holder is releasably
- 2              attached to said back plate.
- 1       6. The container holder assembly of Claim 4 wherein said back plate comprises
- 2              first and second legs and said nozzle contacts a portion of said second leg
- 3              upon movement of said holder relatively of said back plate.
- 1       7. The container holder assembly of Claim 6 wherein said second leg projects
- 2              normally from said first leg of said holder and a nozzle receiving notch is
- 3              formed on its distal edge.
- 1       8. The container holder assembly of Clam 7 wherein said first leg has centrally
- 2              disposed, opposed projections on one surface; said container holder has a
- 3              centrally disposed projecting rib projecting between said opposed
- 4              projections when said container holder is hingedly attached to said back
- 5              plate.
- 1       9. A container holder assembly for removably receiving a product dispensing
- 2              container having a flexible dispensing spout, comprising:
  - 3                  1) a back plate having a longitudinal axis;

- 1           2) a container holder hingedly attached to said back plate for receipt of  
2           the container so that the container is disposed at an angle with respect  
3           to the longitudinal axis of the back plate;  
4           3) said holder being movable toward and away from said back plate for  
5           move the flexible nozzle into and away from contact with said back  
6           plate; and  
7           4) spring means carried by the back plate for contacting said container  
8           holder for assisting in movement of the flexible nozzle away from said  
9           back plate.

- 1       10. The container holder of Claim 9 wherein said container holder has a flat  
2           surface adjacent its lower end.  
  
1       11. The container holder of Claim 10 wherein a spring is carried by said back  
2           plate in projecting relationship therewith and trapped between said spring  
3           seat on said container and said back plate.